Permit #F00054465

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00054465 **Type of Permit:** FILMING **Release Date:** 07/26/2012

Production Company @RADICAL MEDIA, INC

Insured Company Name @RADICAL MEDIA, INC

Contact Phone No. 1 310-664-4563
Contact Phone No. 2
Fax
Address 1630 12TH ST
SANTA MONICA, California 90404

Production Title VELVEETA

Type of Production Commercial - PSA

Producer Kathy Rhodes

Director Steven Miller

1st AD Craig Owens

Production Manager Alexis Carlesimo

FilmL.A. Coordinator Kirsten Ricketts

Location Manager MATTHEW DELOACH
Primary Phone Mobile - 310-993-2009
Secondary Phone Office - 310-664-4500

Location Assistant N/A N/A
Primary Phone Office - 310-664-4500
Secondary Phone

Fees

Posting 300	$69.00
Posting 900	$414.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,503.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00054465	**Location Manager**	MATTHEW DELOACH
Production Company	@RADICAL MEDIA, INC	Primary Phone	Mobile - 310-993-2009
Insured Company	@RADICAL MEDIA, INC	Secondary Phone	Office - 310-664-4500
Production Title	VELVEETA		

Location Address 5435 Wortser Ave, Van Nuys, CA, 91401

Location Type Private Residence

Film Dates 7/27/2012 - 7/27/2012 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must maintain local/emergency access
No cast or crew parking on area streets
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document tracie mochizuki @radical media.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cube Trucks	2
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	55
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Camera on sticks; Handheld equipment; Interior and exterior dialogue; Intermittent traffic control - 2 minutes standard;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 562 **Grid:** D2

Approvals LOS ANGELES POLICE DEPARTMENT Steve Ji

Parking

Base Camp
Location Type : Filming Location
Parking Notes
Sportsmans lodge

Crew Parking
Location Type : Other Location
12825 Ventura Blvd, Los Angeles, CA, 91423

Posting "No Parking" signs W/S WORTSER AVE, KILLION ST - SOUTH TO END (CUL DE SAC)

Approximate Footage 601 - 900 **Log Number** 39280

Date(s) 7/27/2012 to 7/27/2012 **Time(s)** 07:00 to 22:00

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Summary Information — Location

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Production Title	VELVEETA		

Posting "No Parking" signs	W/S WORTSER AVE, KILLION ST - SOUTH TO END (CUL DE SAC) *REVISED WITH DOT - FRIDAY ONLY; FEES DUE FOR DATE CHANGE		
Approximate Footage	601 - 900	**Log Number**	39280
Date(s)	7/27/2012 to 7/27/2012	**Time(s)**	07:00 to 22:00
Posting "No Parking" signs	N/S CUMPSTON ST, WORTSER AVE - EAST 300 FT		
Approximate Footage	0 - 300	**Log Number**	39641
Date(s)	7/27/2012 to 7/27/2012	**Time(s)**	07:00 to 22:00

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Radical Media, Inc ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal (through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 9/2/11

Representative's Signature

Representative's Name (Please Print)

Staff Prod Supervisor

Representative's Title (Please Print)

Radical Media, Inc

Name of Principal (i.e. company name) (Please Print)

1620 12th STREET

Santa Monica CA 90401

Principal's Mailing Address (Please Print)

310/664-4500

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869